

AMENDMENT TO THE TITLE:

Please amend the Title to Invention as follows:

INTERNET-BASED PRODUCT BRAND MARKETING COMMUNICATION
NETWORK ~~ALLOWING~~ CONFIGURED TO ALLOW MEMBERS OF A BRAND
MANAGEMENT TEAM TO COMMUNICATE DIRECTLY WITH CONSUMERS
BROWSING ALONG THE FABRIC OF THE WORLD WIDE WEB (WWW), USING
PROGRAMMABLE MULTI-MODE VIRTUAL KIOSKS (MMVKS) DRIVEN BY SERVER-
SIDE COMPONENTS AND MANAGED BY PRODUCT BRAND MANAGEMENT TEAM
MEMBERS ~~AND/OR AUTHORIZED PARTIES~~